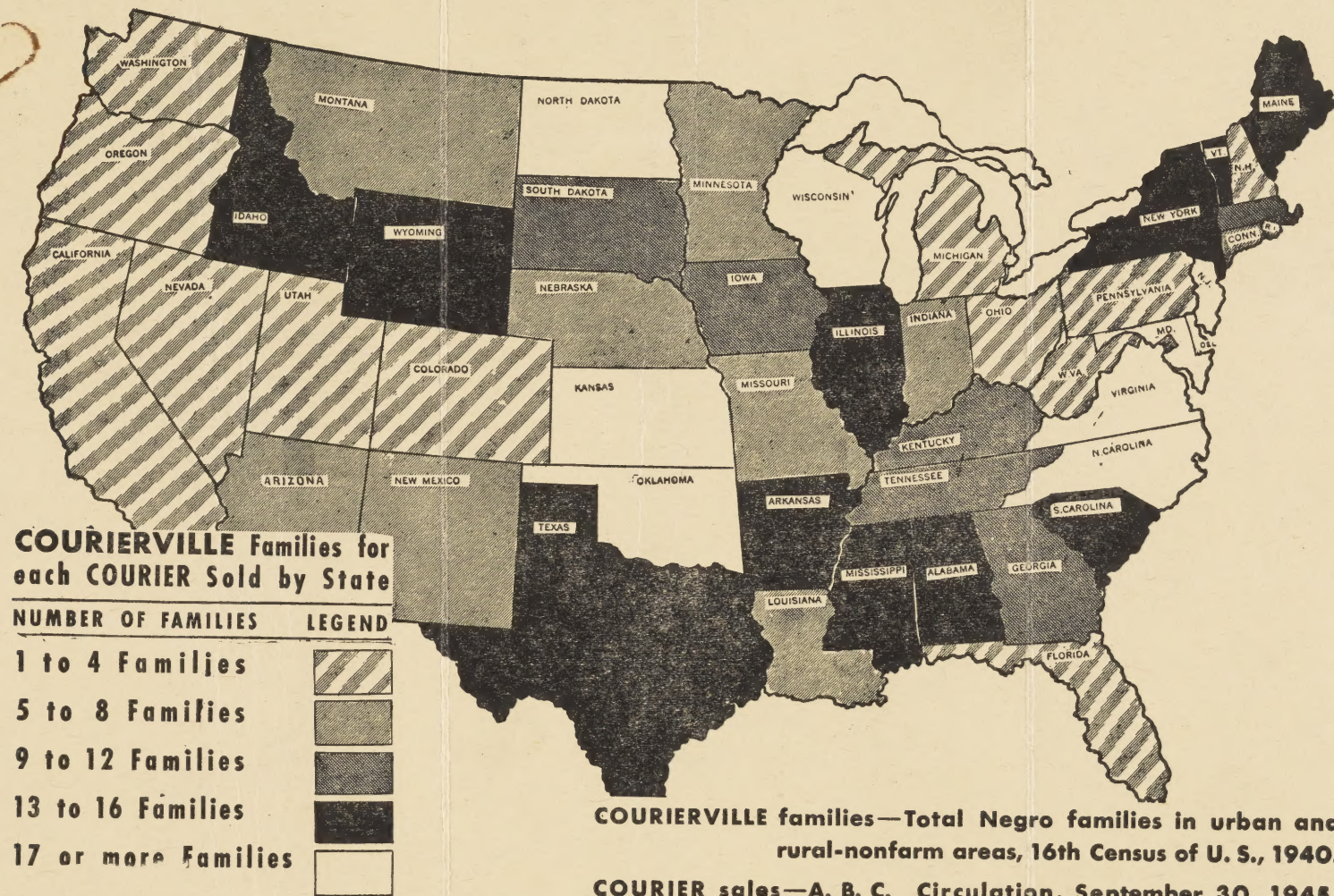


This is AMERICA'S COURIERVILLE



No. 5
This Card Supersedes
Previous Issues.

Pittsburgh Courier
Published by The Pittsburgh Courier Publishing Company, Inc.



Combination
RATE CARD
Issued May 1, 1946

LARGEST NATIONAL A.B.C. CIRCULATION OF ANY COLORED NEWSPAPER IN THE WORLD

NET PRESS RUN, MARCH 30, 1946

Edition	Press Draw	Per Line	Per Inch	Edition	Press Draw	Per Line	Per Inch
LOUISIANA	15,236	.10	1.40	NEW YORK-SEABOARD	15,638	.10	1.40
FLORIDA	37,545	.15	2.10	WASHINGTON	13,007	.08	1.12
PACIFIC COAST	15,598	.10	1.40	PHILADELPHIA	27,031	.10	1.40
NATIONAL	74,677	.21	2.94	MIDWEST	9,653	.08	1.12
*TEXAS	12,942	.08	1.12	OHIO-WEST VIRGINIA	28,999	.12	1.68
†ST. LOUIS	4,749	.08	1.12	CHICAGO	7,968	.10	1.40
NEW JERSEY	2,249	.08	1.12	DETROIT	14,260	.10	1.40
				PITTSBURGH (Local)	25,416	.12	1.68

COMBINATION RATES FOR EDITIONS

ST. LOUIS TEXAS PACIFIC COAST LOUISIANA FLORIDA NATIONAL	160,147	.48	6.72	OHIO-WEST VIRGINIA MIDWEST CHICAGO DETROIT	60,880	.25	3.50
WASHINGTON NEW YORK-SEABOARD PHILADELPHIA NEW JERSEY	57,925	.24	3.36	CHICAGO DETROIT	22,228	.16	2.24
OHIO-WEST VIRGINIA MIDWEST CHICAGO	46,620	.21	2.94	PHILADELPHIA PITTSBURGH (Local)	52,447	.22	3.08

*Texas not separate edition, but may be sold separately.
† Application for Second Class Mail Permit Pending.

1. GENERAL ADVERTISING

- (a) Space Rate:
Until such time that unsettled conditions now prevailing in our industry have been greatly improved, copy is accepted for insertion in part of our week's run on the following basis:
(1) There will be no contract space rates;
(2) Copy scheduled for insertion in all editions will have preference; (3) Rates subject to change without advance notice.
- (b) Luck, Good Fortune, Power, Mysticism, Astrology copy objectionable.
- (c) Page position, 25% extra.
- (d) Full position, 10% extra.
- (e) No allowance for omissions or errors of Key Numbers not in original plates or mats.
- (f) All orders and kill orders must be received one week preceding week of desired insertion.
- (g) No allowance made for errors in repeat ads after first insertion.
- (h) The Pittsburgh Courier Publishing Company reserves the right to refuse any advertisements for reasons satisfactory to Management.
- (i) All advertising is accepted and published with the express understanding and conditions that all of the rules and regulations of The Pittsburgh Courier together with the rates, rules, and regulations as expressed in this rate card are acceptable to the advertiser.

2. COLOR ADVERTISING

Rates and requirements for color advertising furnished upon request.

3. READING NOTICES

Rates furnished upon request.

4. CLASSIFIED

Rates furnished upon request.

5. MECHANICAL REQUIREMENTS

- (a) Depth of Column: 294 lines.
(b) Eight columns to page.
(c) 3-Point Column Rule System being used.
(d) Maximum page width: 97 ems 9 pts.
(e) Screen: 65 line for best results.

COLUMN WIDTHS

1 Col.—12 ems	5 Col.—61 ems
2 Col.—24 ems. 3 pts.	6 Col.—73 ems. 3 pts.
3 Col.—36 ems 6 pts.	7 Col.—85 ems 6 pts.
4 Col.—48 ems 9 pts.	8 Col.—97 ems 9 pts.

6. CIRCULATION

- (a) Character of circulation: Negro Weekly Newspaper for the entire family. Carrying a Saturday date line.
- (b) Locality of circulation: Intensive circulation in Pittsburgh trading area. National—Circulates in 100 major shopping centers.
- (c) Circulation concentrated largely in 81 Major United States Shopping Centers, with Negro population of 10,000 or more.

COMMISSION AND CASH DISCOUNT

- (a) Agency commission: 15 per cent to recognized agencies.
- (b) 2 per cent cash discount allowed on all bills paid within 10 days from date of invoice.

Subscription, \$4 a year in advance; single copy 10c

THE PITTSBURGH COURIER

Published by The Pittsburgh Courier Publishing Company, Inc.

2618-28 CENTRE AVE.

MAYflower 1401

PITTSBURGH 19, PA.

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